

June Workplan Logistics (DTS 6/2 - 6/27)

	① DORAL B2G1F	DORAL Cigarette/Tobacco Store Carton Onsert	DORAL Supermarket Carton Onsert
<b>I. Selling/Execution Detail</b>			
Promotion Details	B2G1F with name generation ("pre-sleeved product.") ②	DORAL & Co. sign-up carton onsert (not a coupon, plus continuity. Field may also apply appropriate discount offer.	DORAL & Co. sign-up carton onsert (not a coupon). Field may also apply appropriate discount offer.
Display Size/Load	21	300 - 500	100
Offer/Materials - Item #:	Display, POS Kit 525101	525152-Onsert 525155-Display Kit	525140- Onsert
Includes:	Counter Display Preassembled, POS Card	525152-Onserts 525155-Display Kit consists of: 1 Header Card, 2 Side Cards and Paster	525140-Onserts 525131-DBRC 525134-24" PMC
- SKU Packing:	1/SKU	Onserts - 100/SKU POS - 1/SKU	Onserts - 100/SKU POS - 1/SKU
Recommended Displays	in SKU	TBD	373142 90-Carton Floor Display
<b>II. ROU Detail</b>			
Promotion #	700272	700269	700270
Allocations/Model Available	3/3	N/A	N/A
Allocation Adjustments to Model	3/3 - 4/4	N/A	N/A
Templates Available	4/7	N/A	N/A
Value-Added Transfer Deadline	4/7 - 4/11	N/A	N/A
First Order Date:	4/14/97	1/8/97	1/8/97
First Delivery Date to Direct Accounts:	5/5/97	N/A	N/A
Reporting Dates:	6/2 - 8/1	6/2 - 8/1	6/2 - 8/1
SIS Reporting:	DOR JUNE B2G1F	DOR JUN CIG STOR	DOR JUNE SUP MKT
Promotional UPC	012300-23850	N/A	N/A
Product UPCs	FF Box 83 - 24065 Lt Box 83 - 24066 FF 100 - 24063 Lt 100 - 24062 Mth. Box 83 - 24069 Ult 100 - 24064 Lt. Box 100 - 24068 FF Box 100 - 24067	N/A	N/A

① WAM accounts and cigarette stores that accept pack promotions will participate in this promotion.

② DORAL B2G1F will be pre-sleeved in Winston-Salem. Each carton will contain three pre-sleeved B2G1F offers plus one live pack. Each 6M case contains 90 offers per case plus 30 live packs. Direct Accounts should place seven pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payment to direct accounts is \$14 per 12M case to place cartons in preassembled display and ship.

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**June DORAL B2G1F  
Program #700272, Item 525101 \***

1100	Boston	1,232	5,280	110,880	352	352	352	176	0	0	0	0
1200	New York Metro	910	3,900	81,900	260	260	260	130	0	0	0	0
1300	Philadelphia	924	3,960	83,160	264	264	264	132	0	0	0	0
1600	Buffalo	1,344	5,760	120,960	384	384	384	192	0	0	0	0
1700	Pittsburgh	1,631	6,990	146,790	466	466	466	233	0	0	0	0
1800	Cincinnati	2,947	12,630	265,230	842	842	842	421	0	0	0	0
2100	Winston-Salem	4,095	17,550	368,550	1,170	1,170	1,170	585	0	0	0	0
2200	Atlanta	3,024	12,960	272,160	864	864	864	432	0	0	0	0
2300	Florida	3,745	16,050	337,050	1,070	1,070	1,070	535	0	0	0	0
2600	Dallas	3,794	16,260	341,460	1,084	1,084	1,084	542	0	0	0	0
2900	Richmond	1,652	7,080	148,680	472	472	472	0	236	0	0	0
5100	N. California	889	3,810	80,010	254	254	0	0	0	0	127	254
5400	S. California	896	3,840	80,640	256	256	0	0	0	0	128	256
5600	Seattle	945	4,050	85,050	270	270	0	0	0	0	135	270
5800	Houston	3,437	14,730	309,330	982	982	982	491	0	0	0	0
6200	Chicago	1,722	7,380	154,980	492	492	492	0	0	246	0	0
6300	Minneapolis	1,288	5,520	115,920	368	368	368	0	0	184	0	0
6600	Denver	1,722	7,380	154,980	492	492	0	0	0	0	246	492
6700	Detroit	1,827	7,830	164,430	522	522	522	0	0	261	0	0
6900	St. Louis	2,121	9,090	190,890	606	606	606	0	0	303	0	0
<b>NOTES:</b>												
- Allocations include cigarette/tobacco stores.												
- Based on allocation model.												
- 7-11 SKUs factored out.												
- 21 offers per SKU.												
- Each carton contains 3 pre-banded B2G1F offers plus one live pack.												
- Each 6M case contains 90 pre-banded B2G1F offers plus 30 live packs.												
- WAM accounts to participate in this promotion.												

Attachment B  
\* Revised 1/15/97

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